

**CONTRACT**

**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

And:

**Targeted Platform Media LLC**  
**1291 Hollywood Avenue**  
**Annapolis, MD 21403**

<b>Contract / Revision</b> 105013 /		<b>Alt Order #</b> 08221208
<b>Product</b> PRIORITIES USA ACTN		
<b>Contract Dates</b> 10/18/16 - 10/24/16		<b>Estimate #</b> 4561
<b>Advertiser</b> ISS/Priorities USA Action-A		<b>Original Date / Revision</b> 09/23/16 / 09/23/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WHIO-TV	<b>Account Executive</b> Philadelphia CoxRep	<b>Sales Office</b> CoxReps Philad
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b>	<b>Advertiser Code</b> 750	<b>Product 1/2</b> 760
<b>Agency Ref</b> 9722		<b>Advertiser Ref</b> 14205

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	10/18/16	10/24/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$600.00					
N 2	WHIO	10/18/16	10/24/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	3	\$4,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$1,525.00					
N 3	WHIO	10/18/16	10/24/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				2	\$1,000.00					
N 4	WHIO	10/18/16	10/24/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				5	\$700.00					
N 5	WHIO	10/18/16	10/24/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				5	\$2,000.00					
N 6	WHIO	10/18/16	10/24/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-02		NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$900.00					
N 7	WHIO	10/18/16	10/24/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$2,200.00					
N 8	WHIO	10/18/16	10/24/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				2	\$2,500.00					
N 9	WHIO	10/18/16	10/24/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				4	\$1,200.00					
N 10	WHIO	10/18/16	10/24/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$2,000.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u>	<u>Alt Order #</u>
105013 /	08221208

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	PRIORITIES USA ACTN	4561

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Priorities USA Action	09/23/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 11	WHIO	10/18/16	10/24/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				4	\$1,000.00					
N 12	WHIO	10/18/16	10/24/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/18/16	10/24/16	MTWTF--				3	\$550.00					
N 13	WHIO	10/21/16	10/21/16	Friday Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	----1--				1	\$2,750.00					
N 14	WHIO	10/18/16	10/18/16	Tue Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$3,750.00					
N 15	WHIO	10/18/16	10/18/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-02		NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$4,250.00					
Totals									0.00				43	\$63,375.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	43	\$63,375.00	(\$9,506.25)	\$53,868.75
<b>Totals</b>	43	\$63,375.00	(\$9,506.25)	\$53,868.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Thank you for your business!

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP21/16 12.47  
\*\*\* WHIO-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME KATHRYN WELSH

SALES	PRSN	PH-	NICK	WELTTE
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CLASS: NATL.	LOCAL	REGIONAL
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP21/16 12 47

TO DEANNA  
FR JARED  
REVISED ALL RATES  
SPOTS ADDED ON LINES 2,4-5,10  
TOTAL SAME  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
AGENCY ADVERTISER CODE = 750 AGENCY PRODUCT CODE = 760 AGENCY EST# = 4561												

1	R	1000A-1100A	30	\$600.00	10/18	10/24	3	TU-F, M
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PROGRAM : DR. PHIL  
CON COM1: DR. PHIL

2	RS 1200N-1230P	30	\$1,525.00	10/18	10/24	3	TU-F,M
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PROGRAM : NEWSCENTER 7  
CON COM1: NEWSCENTER 7



FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
SEP21/16 12.47  
\*\*\*CHANGES\*\*\*  
WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	R		400P-500P PROGRAM : ELLEN CON COM1: ELLEN	30		\$1,000.00	10/18	10/24	2		TU-F,M	2
4	RS		500A-530A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$700.00	10/18	10/24	5		TU-F,M	5
5	RS		500P-530P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,000.00	10/18	10/24	5		TU-F,M	5
6	R		530A-600A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$900.00	10/18	10/24	3		TU-F,M	3
7	R		530P-600P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,200.00	10/18	10/24	3		TU-F,M	3
8	R		600P-630P PROGRAM : NEWSCENTER 7 CON COM1: NEWSCENTER 7	30		\$2,500.00	10/18	10/24	2		TU-F,M	2
9	R		600A-700A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$1,200.00	10/18	10/24	4		TU-F,M	4
10	RS		700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1: WHEEL OF FORTUNE	30		\$2,000.00	10/18	10/24	3		TU-F,M	3
11	R		700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$1,000.00	10/18	10/24	4		TU-F,M	4

REP HEADLINE# 8221208 TRF# 105013  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP21/16 12.47  
\*\*\* CHANGES \*\*\* \*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12	R		900A-1000A	30		\$550.00	10/18	10/24	3		TU-F,M	3
PROGRAM : KELLY AND MICHAEL												
CON COM1: KELLY AND MICHAEL												
13	R		1000P-1100P	30		\$2,750.00	10/21	10/21	1		FRI	1
PROGRAM : BLUE BLOODS												
CON COM1: BLUE BLOODS												
14	R		1000P-1100P	30		\$3,750.00	10/18	10/18	1		TUE	1
PROGRAM : LIMITLESS												
CON COM1: LIMITLESS												
15	R		800P-900P	30		\$4,250.00	10/18	10/18	1		TUE	1
PROGRAM : NCIS												
CON COM1: NCIS												
OCT/16						63375.00						

CONTRACT TOTAL 63375.00  
TOTAL SPOTS 43

MARKET TOTALS \$102,217 WHIO 62% WDTN 21% WKRF 10% WRGT 5% CABL 0% WBDT 2%  
SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE